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The Impossible Project will save Polaroid

- Urban Outfitters and Wallpaper.com are already celebrating

Currently The Impossible Project is not only busy bringing the results of the development's phase for the new analog instant film to perfection, but we also start teaming up with other companies in order to

- a. get the word out that Polaroid still is and will be very much alive and
- b. to show the world the unique beauty of Polaroid photography.

Therefore The Impossible Project is proud to announce the following exclusive cooperations:

The clothing company Urban Outfitters will start selling a limited edition of 700 hand-numbered deadstock Polaroid camera kits (including a Polaroid ONE600 Classic as well as Type 779 instant film) in selected UK and US stores.

In this course, Wallpaper.com will present an online exhibition from August 28 on. Deputy Editor Hugo Macdonald says: "In celebration of Polaroid's rebirth wallpaper.com is charging ten creative visionaries from the worlds of fashion, design, architecture and art, to snap a film each of whatever is inspiring them at the moment. The results will form an online exhibition, hosted on wallpaper.com, going live on Friday August 28. Preen, Carmody Groarke, Noma Bar and Nicolas Roope are just a few of the names involved – 21st century creative talent to celebrate the next generation of Polaroid."

Polaroid is more alive than ever - and The Impossible Project is working harder than ever to keep it that way.

www.the-impossible-project.com

www.urbanoutfitters.com

www.wallpaper.com

More?

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